

96.9 KYYO-FM

McCleary, WA, South Sound Country

Issues and Programming, January 1st 2020 through March 31st 2020

1. Local Sports

Hoop Talk

Local High School Sports Show

The station produces a Local High School Sports show, called "Hoop Talk," which airs for one hour, every Friday morning during basketball season. There's a re-cap of the week's game(s), standout athletes are recognized, there's usually interview(s) with players, and other relevant HS sports news. The focus is boys' and girls' varsity basketball – about 28 teams in total within the station's coverage area are highlighted and other winter sports are discussed as time permits. The station partners with local newspaper sports journalist, for on-air contribution and athlete/coach interviews.

01/03/20 – 03/13/20
Live Show
Friday's 8:00a-9:00a
60:00-minute segment

2. Local Talk Program

Coffee with Ken Balsey Sunday's at 8:00 am

Hosted by Ken Balsey

The station works with local historian, and political commentator Ken Balsey who invites guests that range from politicians to business or community leaders into the studio for an interview that discusses important local issues in Thurston County and the Pacific Northwest. The station airs the program on Sunday mornings at 8:00 am and the podcast version is posted on Ken's 8:00am website, kenbalsey.com. His guests in this period included; Michael Cade Thurston County EDC; Lenny Greenstein Lacey City Council; Monty Sabin North Thurston Public Schools; Debra Stephens Washington State Supreme Court Justice; Nichole Woolsey American Cancer Society; Jon Pettit Private Property Advocate; Don Teague Owner Private Sector Arms; Kim Wyman Washington Secretary of State; Ann Freeman-Manzanares Intercity Transit; Laurence Reeves Capitol Land Trust; Jeff Gadman Thurston County Treasurer; Marc Daily Director Thurston County Planning Council.

01/05/20 – 03/29/20
Locally Produced Show
30:00 Minute Program
Sunday Mornings

**3. Government
Legislative Affairs**

**Long Form News Report Washington State Legislature
*The Legislative Report***

The station partners with local television channel TVW, Washington State's government affairs resource, to present The Legislative Report three times daily throughout the annual legislative session. Content is comprised of the previous days' legislative highlights, such as new bills, committee testimony, house or senate floor comments, audio from the Governor, and/or other relevant reporting on issues affecting Washington State citizens. TVW also provides a weekly government review to further discuss the Legislative, Executive, and Judicial news.

01/14/20 – 02/11/20
News Content
:90 second report
3 times daily M-F
(344x total)

**4. Non-Profit
Performing Arts**

**Local Ballet Company Celebrates 50th Anniversary with Fundraiser Gala
*Ballet Northwest***

Since 1970, Ballet Northwest has been a community-based group dedicated to promoting, teaching, and preserving the art of dance in Southwest Washington. The company offers educational opportunities for local dancers as well as outreach throughout the community. The station partnered with Ballet Northwest to promote its 50th Anniversary Gala Fundraiser that included performance(s), silent auction, costumes on display, a dance party, and drinks and hors d'oeuvres.

01/05/20 – 01/19/20
Promo Spots
(83) :30 second spots

5. Homeless Issues

**Homeless Youth Organization
*Homeless Backpacks***

The nonprofit organization Homeless Backpacks has a mission to assist local homeless youth whom often go hungry outside of their school provided meal. This means that on weekends and on breaks from school, these students don't have the nourishment that is critically important to their growth and development. At the end of the 2018 school year, Homeless Backpacks were serving 400 students per week, by providing a bag of food for the weekend. By utilizing school counselors to deliver the bags of food, there's an opportunity for additional check-in with students.

01/13/20-03/31/20
PSA Messages
(2 spots per/week)
:30 second spots

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| <p>6. Law Enforcement</p> | <p><u>Crime Stoppers of South Sound</u>
 Local PSAs</p> <p>Crime Stoppers of South Sound is a joint effort of private citizens, the media and local law enforcement agencies to apprehend criminals. It was established through the efforts of John McCarthy, a county resident, and Commander Ed Sorger of the Lacey Police Department. Each local law enforcement agency was asked to appoint two directors and the program began on March 1, 1991. More than 1,200 Crime Stopper programs are now in operation in every state and several foreign countries. Locally, Crime Stoppers depend on the full cooperation of the police departments of Lacey, Olympia, Tumwater, Thurston County Sheriff's Office, working closely with The Olympian Newspaper, local radio stations, cable television, and local citizens.</p> | <p>01/01/20--03/31/20
 PSA Messages
 30 second spots
 3 spots per/day</p> |
| <p>7. Education
 Community Events</p> | <p><u>Local PSAs North Thurston Public Schools</u>
 <i>Lacey Loves to Read</i></p> <p>Lacey Loves to Read is a community reading initiative designed to generate the discussion and celebration of a notable author. It includes a bookmark design & creation contest held district wide with prizes, events, and of course a focus on reading. Each year a notable children's author visits to share insights with participants on reading and writing. This year's featured author is five-time winner of the Coretta Scott King Literary Award and New York Times Best Selling author Sharon M. Draper.</p> | <p>02/03/20 – 02/19/20
 PSA Messages
 (174x) :30 second spots</p> |
| <p>8. Domestic Violence</p> | <p><u>Domestic Violence Crisis Line</u>
 <i>Turning Point Survivor Advocacy Center</i></p> <p>Turning Point Survivor Advocacy Center in Shelton, WA is Washington state's second largest domestic violence shelter, serving women, children up to 18 years old, and is pet friendly. Turning Point provides a 24/7 crisis line available for those seeking resources necessary to escape an abusive and/or unhealthy relationship. The station provides local PSA airtime with a message focused on promoting Turning Point's crisis line as a trusted resource for those in need.</p> | <p>01/13/20-03/31/20
 PSA Messages
 (34x) :30 second spots</p> |

**9. Community
Health**

Emergency Response Effort Novel Coronavirus (COVID-19)
CDC Foundation

The new coronavirus was detected in Wuhan, China, in December 2019. At the time this report is being drafted, COVID-19 has spread worldwide with a total of over 1.9 million cases, and over 125K deaths. In the US, to-date, COVID-19 has infected over 610K people, and there has been 25K deaths. In Thurston County (Washington State) there are 81 confirmed cases, and 1 death. One of the first known cases in US was in the Seattle, WA area, and the first death in the US was in Kirkland, WA. The PSAs urged listeners to wash their hands with soapy and water for over 20 seconds, to not touch their face, to social distance and find more info or donate at CDC Foundation. Subsequent to this PSA – the station has aired several more PSAs, and provided info to listeners as the situation has evolved over the past few weeks. Currently, Washington state is under “Stay Home, Stay Healthy” order by Governor Inslee, all non-essential businesses are closed, and the Federal Government has been providing stimulus funds to businesses and individuals. It is unclear what the timeline is for the economy to “re-open.”

03/03/20-03/13/20
PSA Messages
(25x) :30 second spots

**10. Non-Profit
Veterans**

Service-Members Transitioning to Civilian Life with Support
Wounded Warriors Project

As a nonprofit, nonpartisan organization dedicated to the mission to honor and empower Wounded Warriors. These brave men and women face a variety of challenges as they transition to civilian life. Returning from active duty, they can be severely ill or injured, returning to their families is only the beginning of their road to recovery. WWP connects service-members and their families to valuable resources and one another serving them through a variety of free programs and services, and empowers them to live on their own terms.

02/01/20-03/31/20
PSA Messages
(10x) :30 second spot
per/week